

# Hovis® Ireland

Ambient Fresh

## Background

Hovis® Ireland is part of Hovis® Limited that bakes and distributes quality and great, tasting brands such as Hovis®, ORMO®, Mother's Pride® and New York Bakery Co, based at its Apollo Road site in Belfast since 1974.

Hovis® also develops and bakes private label bread and other bakery products for retail and Food Service customers across the Island of Ireland and Great Britain.

Hovis®' rich heritage and delicious loaves of bread are as good today as they've always been as Northern Ireland's favourite pre-packaged bread brand\*. The range includes the flagship Hovis® Soft White, the original Hovis® Granary® & Hovis® Seed Sensations® that is 'bursting with tasty seeds and grains.' Constantly evolving with our NEW Hovis® Farmhouse Batch Loaf, made using a carefully prepared starter dough that enhances both the flavour and texture of the loaf. Alongside, the NEW Hovis® Nimble® Danish White Loaf, which supports health-conscious consumers being low in fat, sugars & 53 calories per slice.

ORMO® - one of Northern Ireland's most iconic brands - has been baked in Belfast since 1875. The ORMO® range spans Pancakes, Soda Farls, Potato Farls, Muffins and more. Today, quality and great taste are at the very heart of the ORMO® brand with NI consumer's highlighting the brand as the Number 1 for Quality, Great Taste & 'Brand for Me' against the competitive set\*\*. ORMO® was awarded Best Brand at the 2024 Belfast Telegraph Marketing awards reflecting ORMO®'s brand success and broad consumer appeal. Join us in 2025 as we celebrate ORMO's 150th year creating great tasting bakery products for NI consumers.

Hovis® and ORMO® with their continual focus on taste, provenance and quality will remain a key player in Northern Ireland's agri-food sector.

Source:

\*Nielsen Scantrack EPOS, Total Northern Ireland Pre Packed Bread: Units & Value MAT 52 weeks to 10/8/24

\*\*Cognisense Ormo Brand Health Check October 2023

## Product Range

Hovis® bread and Morning Goods

ORMO® Morning Goods and Other Bakery

Mothers Pride Morning Goods

Own Label Breads

Own Label Morning Goods

Own Label Other Bakery

## Accreditations

- B.R.C Accreditation Grade AA

## Awards held

- Blas na h'Eireann 2024: Silver award for Tesco Ireland Pancakes 8
- Great Taste Awards 2019: One Gold Star for Ormo Soda Farls
- Irish Quality Food Awards 2018: Winner in 'Bakery - Morning Goods' category for Lidl Connell Bakery Pancakes
- Blas na h'Eireann 2018: Bronze award for Tesco Hot Cross Buns x 4
- Great Taste Awards 2018: One Gold Star for Tesco Pancakes
- Irish Quality Food & Drink Awards 2016: Commended in the Bread - Morning Goods category for Lidl Connell Bakery Mini Pancakes
- Blas na h'Eireann 2016: Silver award for Lidl Connell Bakery Mini Pancakes

## Contact this supplier

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## Image Gallery

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